



Partners for a New Beginning

A New Beginning

“I’ve come here to Cairo to seek a New Beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect, and one based on the truth that American and Islam are not exclusive and need not be in competition.”



Photo Credit: Getty Images

President Barack Obama

June 4th, 2009

Cairo University

What is PNB?

- Partners for a New Beginning (PNB) is a collection of public-private partnerships committed to broadening and deepening engagement between the United States and local communities in support of President Obama's vision for a New Beginning based on mutual interest and respect
- PNB is comprised of American business and civil society leaders who are committed to building public-private partnerships
- PNB is locally-owned and locally-driven, with support from a U.S.-based Steering Committee



American Leadership

CHAIR



Madeleine K. Albright
Chair
Albright Stonebridge Group

VICE CHAIRS



Muhtar Kent
Chairman and CEO
The Coca-Cola Company



Walter Isaacson
President and CEO
The Aspen Institute

STEERING COMMITTEE

Andrew Liveris
President, Chairman, and CEO
The Dow Chemical Company

John Mack
Chairman
Morgan Stanley

Paul Otellini
President and CEO
Intel Corporation

Kenneth Cohen
Chairman/V.P. Gov. & Public Affairs
Exxon Mobil Corporation

Stephen Heintz
President
Rockefeller Brothers Fund

Helene Gayle
President and CEO
CARE USA

Jean Case
CEO
The Case Foundation

John Chambers
Chairman and CEO
Cisco Systems, Inc.

Tarek Abdel-Meguid
Founding Partner
Perella Weinberg Partners

Eboo Patel
Founder and President
Interfaith Youth Core

Ruth Simmons
President
Brown University

PNB Launch

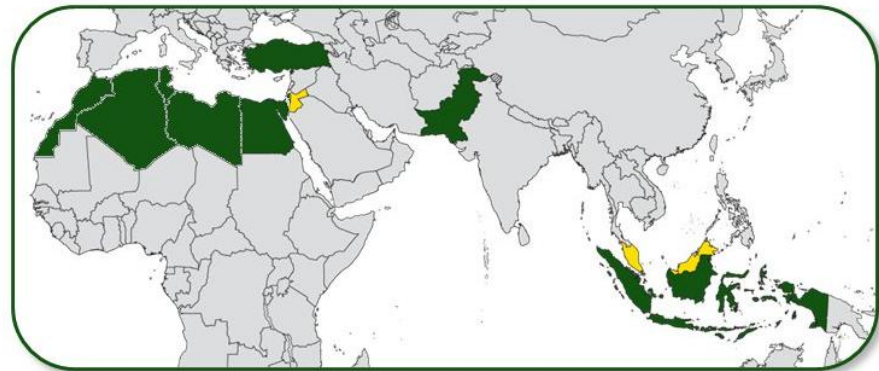
Clinton Global Initiative September 2010



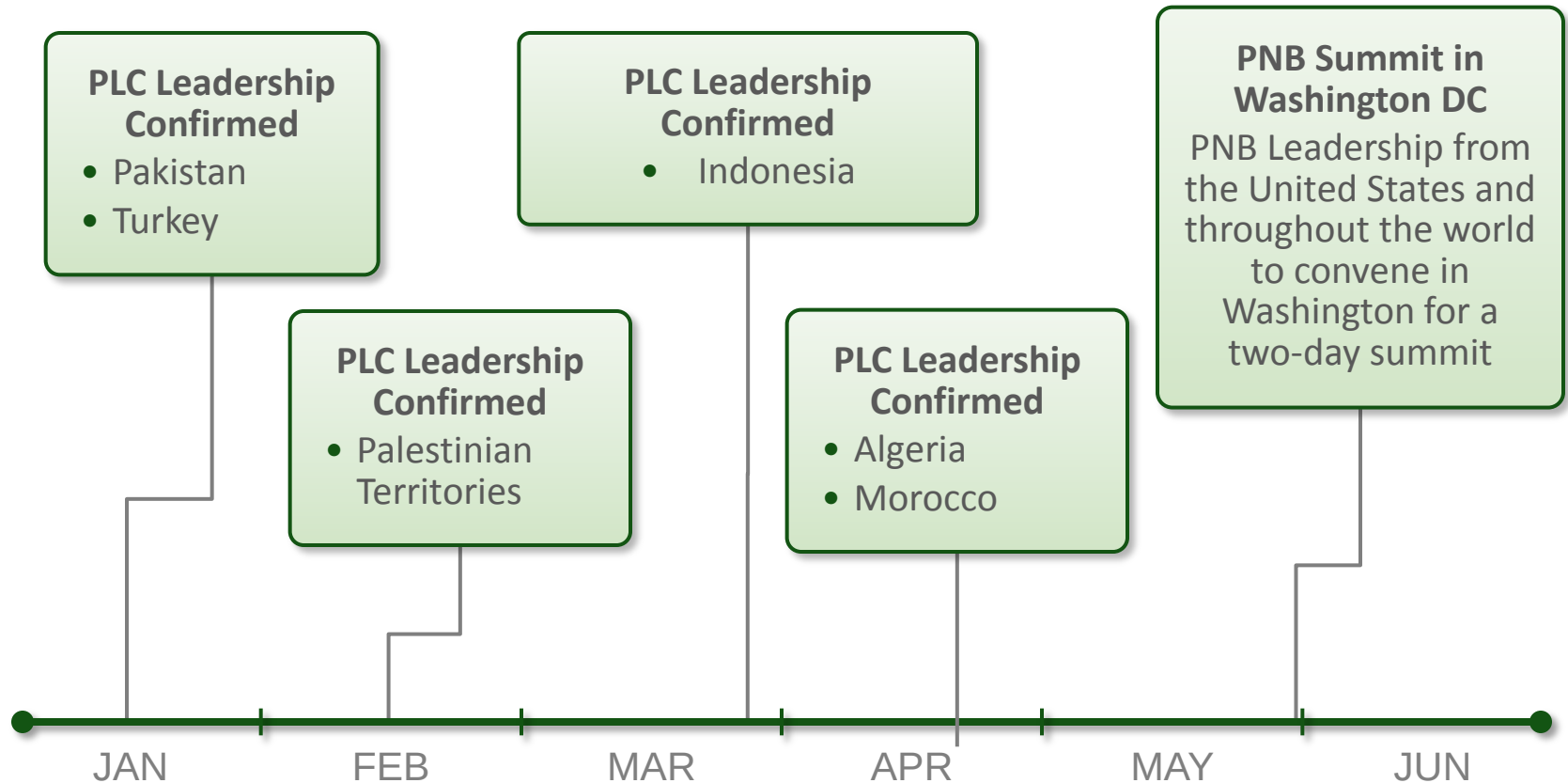
PNB committed to increase access to finance, business capacity and development services; improve educational opportunities for students and teachers; foster physical and virtual exchange programs; and enhance science and technology solutions. These commitments will positively impact up to 500,000 people across the PNB targeted countries during the next five years.

PNB Structure In-Country

- PNB Local Chapters (PLCs) are being formed in initial priority regions of Pakistan, Turkey, Indonesia, the Palestinian Territories and the Maghreb (Mauritania, Morocco, Algeria and Tunisia)
 - PLC formation in Egypt and Libya is on hold, given the current political situation
- PLCs will operate as locally-owned entities to identify local projects that address local needs
- The PLC will:
 - Identify country-specific priorities and gaps
 - Identify projects that address these gaps
 - Work with local and American partners to implement projects



Key 2011 Milestones



First Step: Form the PLC

- PLC Leadership will decide the structure, membership and agenda of the PLC
- The PNB Secretariat will provide support, counsel and connections
 - Local Chair and Vice Chairs will make final decisions

Second Step: Identify Priority Projects

The PLC will identify potential projects, with an emphasis on four focus areas:

1

**Economic
Opportunity**

2

**Science /
Technology**

3

Education

4

Exchange

Third Step: Execute Projects in Partnership

The PLC will execute local projects with select partners and may work with American counterparts.

Our American partners include:

The Coca-Cola Company



Morgan Stanley



PERELLA
WEINBERG
PARTNERS



ExxonMobil

Brown University



PLC Status and Priority Projects

	Chair	Vice-Chairs	Priorities
Turkey	Rifat Hisarciklioglu President of Union of Chambers and Commodity Exchanges, TOBB	Melih Gezer Manager, Corporate Affairs, Intel Turkey Deniz Sungurlu Program Manager, Cisco Turkey	Youth Entrepreneurship, Women's Economic Empowerment, Exchange
Palestinian Territories	Zahi Khouri Founder National Beverage Company	N/A	Youth Entrepreneurship, others TBD
Pakistan	Syed Babar Ali Businessman, philanthropist and former Finance Minister of Pakistan	Asad Umar President of Engro Corporation Limited, Rizwan Khan The Coca-Cola Company Country Manager for Pakistan and Afghanistan	Youth Entrepreneurship, Exchange, Disaster Relief, Women's Economic Empowerment, Health Technology, Textiles
Indonesia	Asep Sulaeman, ExxonMobil	Tri Mumpuni, Executive Director, IBEKA Imelda Adhisaputra, Director Corporate Affairs, Intel Indonesia	TBD
Algeria	Board launched and next steps include identifying leadership	TBD	TBD
Morocco	Board launched and next steps include identifying leadership	TBD	TBD

Common Questions

What is PNB?

PNB is a collection of public-private partnerships committed to broadening and deepening engagement between the United States and local communities on issues of economic opportunity, science & technology, education, and exchange in support of President Obama's vision for a New Beginning based on mutual interest and respect

Who is PNB?

PNB is comprised of business and civil society leaders, from the United States and these local communities, who are committed to building public-private partnerships around the four areas of PNB focus

Common Questions

What does PNB actually do?

- PNB connects, convenes, facilitates and enables partnerships
- It seeks to bridge existing gaps and leverage opportunities

Does PNB provide funding for projects?

- PNB is not a grant giving organization
- PNB's currency is its ability to bring together business and civil society leaders to work on projects that advance the common goals of both the United States and local communities

Common Questions

If PNB does not provide funding, what is PNB's added value?

- PNB will use its American and local networks to focus on priority projects in the target counties of operation
- PNB will connect companies and organizations in the United States and these local communities that are well-equipped to work on these initiatives

Is this a State Department-run initiative?

- No, this is a collection of public-private partnerships
- While the State Department is playing a role, PNB is led by the private sector

Common Questions

What does the State Department contribute?

- Its convening power allows PNB to have a broader reach to American networks and may help attract more partners in the U.S.
- Its involvement may increase visibility of PNB projects to American companies, organizations and individuals
- On some occasions, according to its own priorities, the State Department may allocate public funds to support programs and partnerships identified by PNB
 - Local chapters are encouraged to explore funding opportunities with USAID when appropriate



Thank you.